

Privacy Policy

1. Introduction

At AURA AI ("we," "us," or "our"), we take the protection of your personal data seriously.

This privacy policy has been developed to ensure compliance with the General Data Protection Regulation (GDPR) and other applicable data protection laws. It explains how we collect, process, and store your data while providing the services of the AURA AI ("the app"). Our goal is to ensure transparency regarding how your data is used and to protect your privacy.

By using the AURA AI, you agree to the terms set forth in this statement. If you do not agree with this policy, please do not use the app.

2. Data Controller

The responsible entity for processing personal data in accordance with the GDPR is:

- **Name:** Tim Kußler
- **Address:** c/o Block Services
Stuttgarter Str. 106
70736 Fellbach
- **Email:** auraappcontact@gmail.com

If you have any questions about this privacy policy or how your personal data is processed, please contact us at the email address provided above.

3. Collected Data

We collect and process various types of personal data to effectively provide the app's services. This includes:

3.1. Uploaded Images

- Images uploaded by users for analysis are temporarily stored and processed via Supabase and OpenAI APIs.
- These images are deleted immediately after processing and are not retained longer than technically necessary.

3.2. Usage Data

- Information on how users interact with the app, including accessed features, usage frequency, and other engagement metrics.
- Usage data is collected to understand user behavior and improve app performance.

3.3. Device Data

- Technical details such as IP address, device type, operating system, and app version.
- This data helps ensure compatibility, troubleshoot issues, and maintain app security.

3.4. Payment Data

If users make payments within the app, we collect and process payment-related information via RevenueCat, including:

- Subscription details (e.g., subscription type, renewal period)
- Transaction details (e.g., payment amount, payment date)
- Billing information (e.g., name, email address)

RevenueCat serves as the payment processor for subscriptions and in-app purchases. It processes payments securely and stores sensitive payment details (e.g., credit card numbers) in compliance with relevant security standards (e.g., PCI-DSS).

We do not store sensitive payment information directly in the app. Payment data is retained only as long as necessary to process the subscription and manage user accounts. Data related to subscription management may be retained for extended periods, e.g., for handling renewals and transaction history.

Subscription Cancellation:

Users can cancel their subscription at any time via the App Store (for iOS users) by following these steps:

1. Open the Settings app on your device.
2. Tap your name at the top.
3. Tap "Subscriptions."
4. Select the subscription you want to manage.
5. Tap "Cancel Subscription" to stop automatic renewal.

Please note that the cancellation will take effect at the end of the current billing period, and you will continue to have access to the subscribed service until then.

4. Purpose of Data Processing

We process your data exclusively for the following purposes:

- **AI-driven services:** To generate personalized AURA Lines and provide customized insights using OpenAI APIs.
- **Image analysis:** To temporarily process uploaded images via Supabase.
- **Subscription management:** To manage, process, and maintain subscriptions and payments via RevenueCat.
- **App improvement:** To enhance functionality, performance, and user experience based on usage data, including feedback and interaction metrics.
- **Legal compliance:** To comply with applicable laws, including data protection regulations.

Your data will not be used for purposes other than those stated above unless you have explicitly consented.

5. Third-Party Services

We use trusted third-party providers to deliver essential app functionalities. These include:

5.1. Supabase

- **Purpose:** Used for temporary processing of uploaded images.
- **Compliance:** Supabase meets GDPR requirements and provides secure data processing within the European Union.

5.2. OpenAI

- **Purpose:** Used to generate AI responses, including Aura/Rizz Lines, questions, and insights based on user inputs.
- **Data Deletion:** User inputs and images are deleted immediately after processing.
- **Compliance:** Data is processed according to EU Standard Contractual Clauses (SCCs) to ensure GDPR compliance.

5.3. RevenueCat

- **Purpose:** Used for managing subscriptions and payment processing.
- **Data Sharing:** No sensitive personal data is shared with RevenueCat. RevenueCat securely processes subscription details.

We have carefully selected these providers to ensure that your data is processed securely and in compliance with GDPR standards.

We store personal data only as long as necessary to fulfill the purposes mentioned in this policy or as required by law. Specifically:

- **Uploaded images:** Deleted immediately after processing.
- **Usage and device data:** Retained as long as necessary for troubleshooting, analysis, or legal requirements.

If you request the deletion of your data, we will comply unless legal retention obligations exist.

6. Data Retention

We store personal data only as long as necessary to fulfill the purposes mentioned in this policy or as required by law. Specifically:

- **Uploaded images:** Deleted immediately after processing.
- **Usage and device data:** Retained as long as necessary for troubleshooting, analysis, or legal requirements.

If you request the deletion of your data, we will comply unless legal retention obligations exist.

7. Your Rights

Under GDPR, you have the following rights regarding your personal data:

7.1. Right of Access

You may request a copy of the data we process about you.

7.2. Right to Rectification

You have the right to correct inaccurate or incomplete data.

7.3. Right to Erasure (Right to be Forgotten)

You may request the deletion of your data, subject to legal retention obligations.

7.4. Right to Restriction

You can request that we limit the processing of your data.

7.5. Right to Data Portability

You may request the transfer of your data to another provider in a structured, machine-readable format.

7.6. Right to Object

You can object to the processing of your data, particularly for analysis or marketing purposes.

To exercise any of these rights, contact us at auraappcontact@gmail.com. We aim to respond to all requests within 14 days.

8. Liability for Third-Party Services

We use third-party services (Supabase, OpenAI, RevenueCat) to provide the app. While we strive to ensure uninterrupted service, we do not assume liability for temporary outages, disruptions, or inaccuracies caused by these providers.

9. Security Measures

We implement technical and organizational measures to protect your personal data from unauthorized access, alteration, and destruction. This includes encryption, secure storage, and restricted access.

10. Changes to this Privacy Policy

We may update this privacy policy periodically to reflect changes in legal requirements, third-party services, or app functionalities.

Users are encouraged to review this privacy policy periodically to stay informed about how we protect their personal data.

Significant changes to this privacy policy will be communicated to you via notifications in the app or by email.

For questions or concerns regarding this privacy policy, please contact us at:

Email: auraappcontact@gmail.com